

**UNIVERSIDAD VERACRUZANA**  
**Especialidad en Administración del Comercio Exterior**

<b>DATOS GENERALES</b>
Nombre del Curso
<b>Negotiations in Emerging Markets</b>

<b>PRESENTACIÓN GENERAL</b>
Justificación
<p>Emerging economies have assumed an increasingly important role in the global economy and are expected to make up more than half of global economic output because multinational companies are increasingly focusing on these markets.</p> <p>However, emerging economies present exceptional risks due to their policies, economic volatility and their institutional systems related to their underdevelopment; which makes it necessary to analyze in such a way that it allows establishing strategies to the pertinent organizations to respond to said risks.</p> <p>Increasingly, small and medium enterprises seek to get involved in emerging markets because of the great growth opportunity they represent; Therefore, the specialist in foreign trade administration needs to know how to implement strategies that adapt to the needs and particular circumstances of these economies, and at the same time, to the situations and resources of small and medium enterprises.</p>

<b>OBJETIVOS GENERALES DEL CURSO</b>
<p>The student will acquire knowledge about emerging markets and their structural characteristics; in such a way that the sea is able to identify business practices and requirements for business in this type of services and strategies for the development of business tools.</p>

<b>UNIDADES, OBJETIVOS PARTICULARES Y TEMAS</b>
<b>UNIDAD 1</b>
Introduction to Emerging Markets
Objetivos particulares
Provide a basic understanding of emerging markets, their implications and structural characteristics
Temas
<p>1.1. What are the emerging markets</p> <p>1.2. Characteristics and Importance of Emerging Markets</p> <p>1.3. Historical Perspective of Emerging Markets</p> <p>1.4. Why are they still emerging?</p>

UNIDAD 2
Managing the challenges in emerging economies
Objetivos particulares
Examine the risks related to the operation in the environments of these markets and the various structural indicators that generate their conditions.
Temas
2.1. Identification of risks in emerging economies 2.2. Economic, institutional and political frameworks 2.3. Privatization and market liberalization 2.4. Management and development of culture

UNIDAD 3
How to do business in emerging economies
Objetivos particulares
Analyze how to develop business strategies in emerging markets that generate profits for companies and, in turn, contribute to the local economy in the long term.
Temas
3.1. Determinants of attractiveness in emerging markets 3.2. Consumers of emerging markets 3.3. Internationalization strategies for companies in emerging markets

UNIDAD 4
Analysis of Emerging markets.
Objetivos particulares
Identify existing emerging markets and the various business opportunities they represent in the future.
Temas
4.1. Emerging markets in Asia 4.2. Emerging markets in Africa 4.3. Emerging markets in Latin America 4.4. Emerging markets in Europe

<b>TÉCNICAS DIDÁCTICAS Y ASPECTOS METODOLÓGICOS</b>
<b>Learning:</b> <ul style="list-style-type: none"> <li>• Cognitive</li> <li>• Research and consultation of information sources.</li> <li>• Reading, synthesis and interpretation of documents</li> <li>• Classification of data</li> <li>• Text structures</li> <li>• Group discussions</li> <li>• Metacognitive</li> <li>• Workshop sessions (develop tools for research and application in</li> </ul>

organizations)

Teaching:

- Expository
- Brainstorming
- Directed discussion
- Plenary
- Study of cases
- Demonstration (preparation of documents)
- Tutorials
- Abstracts
- Team work

#### EQUIPO NECESARIO

- Blackboard
- Markers
- Video projector
- Computer

#### BIBLIOGRAFÍA

1. Luciano Ciravegna, Robert Fitzgerald, Sumit Kundu., (2014), *Operating in emerging markets : a guide to management and strategy in the new international economy*. FT Press, New Jersey, EU, ISBN-10: 0132983389. Pg. 340
2. SHARMA, RUCHIR author; VIDAL, LAURA translator (2013). *Emerging countries: in search of the economic miracle.*, Bogotá. Editorial Aguilar ISBN 9788403013001. pg. 326

#### REFERENCIAS ELECTRÓNICAS (Última fecha de acceso:)

1. OMC [http://www.wto.org/spanish/forums\\_s/students\\_s/students\\_s.htm](http://www.wto.org/spanish/forums_s/students_s/students_s.htm) (Diciembre 2015)
2. OCDE <http://www.oecd.org> (Diciembre 2015)
3. INTRACEN <http://www.intracen.org> (Diciembre 2015)
4. TRADE MAP <http://www.trademap.org> (Diciembre 2018)
5. Country watch <http://www.countrywatch.com/> (Diciembre 2018)

#### Otros Materiales de Consulta:

1. Peters, Sanjay (2010) *"Risks and opportunities of emerging markets: The cases of India and China"*. CIDOB Journal of Afers Internacionals, num. 89-90 pg. 127-148

<b>EVALUACIÓN</b>			
<b>SUMATIVA</b>			
<b>Aspecto a Evaluar</b>	<b>Forma de Evaluación</b>	<b>Evidencia</b>	<b>Porcentaje</b>
1. Theoretical Knowledge, Resolution of problems based on key issues	Case Review	Resolution of cases	25%
2. Resolution of problems based on key issues, Work effectively in teams, professionally and ethically	Research work	Electronic work	50%
3. Theoretical knowledge, Work effectively in teams, professionally and ethically	Exposition	Electronic Presentation	25%
Total			100%